



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/922,465	08/03/2001	Clement Lau	080398.P451	7194

7590 06/07/2004
BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP
Seventh Floor
12400 Wilshire Boulevard
Los Angeles, CA 90025-1026

EXAMINER

TRUONG, CAM Y T

ART UNIT	PAPER NUMBER
----------	--------------

2172

DATE MAILED: 06/07/2004

7

Please find below and/or attached an Office communication concerning this application or proceeding.

8

Office Action Summary

Application No.

09/922,465

Applicant(s)

LAU ET AL.

Examiner

Cam Y T Truong

Art Unit

2172

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 12 March 2004.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-27 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-27 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
 - ☐ Certified copies of the priority documents have been received in Application No. _____.
 - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____ |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| Paper No(s)/Mail Date <u>4&5</u> . | 6) <input type="checkbox"/> Other: _____ |

Art Unit: 2172

DETAILED ACTION

1. Applicant has amended claims 1,1-12, 14-16 and added claims 17-27 in the amendment filed on 3/12/04. Claims 1-27 are pending in this Office Action.

Applicant's arguments with respect to claim 1-27 have been considered but are moot in view of the new ground(s) of rejection.

Claim Rejections - 35 USC § 103

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claims 1, 3, 4, 7, 9, 12, 14, 17, 19, 20, 23 and 25 are rejected under 35 U.S.C. 103(a) as being unpatentable over Herz (USP 6460036) in view of Reilly et al (or hereinafter "Reilly") (USP 5740549).

As to claims 1, 7 and 23, Herz teaches the claimed limitations:

"identifying sets of user profiles of a plurality of user profiles in a multi-user broadcasting system" as seller submit profiles of the goods called target objects they want to sell, and buyer submit, profiles of target objects they want to buy. The corresponding seller and buyer are notified of each other's identifies. The system calculates similarity between seller-submitted profiles and buyer-submitted profiles. This information shows that the system identifies sellers' target objects of sellers' profiles and buyers' target object of buyer profiles to calculate similarity in broadcasting system. Seller and buyer are represented as users (col. 17, lines 18-21),

“each set of user profiles identified according to at least one common interest among user profiles of a set” as target objects of buyers’ profiles or sellers’ profiles can be grouped into clusters based on their similarity to each other, for example, based on similarity of their topics. The above information indicates that the system identifies target objects based on similarity of their topics or their similar topics. Each similar topic is represented as one common interest (col. 5, lines 30-40; col. 17, lines 18-21);

“and notifying a user of the sets of user profiles upon applying an update to the common interest of a set of user profiles” as identifying new or updated target objects that are relevant to the user, as determined by the user’s search profile set. The updated target objects include revised versions of documents and new models of purchasable goods. The system may notify the user of these relevant target objects by an electronic notification such as an e-mail message. Since these target objects can include similar topics; thus, when the system updates target objects of buyers’ profiles or sellers’ profiles, the system has updated similar topics of these target objects. The above information implies upon applying an update to similar topics of target object of buyers’ profiles or sellers’ profiles; the system notifies to a user of relevant target objects. Each similar topic is represented as common interest. Target objects of buyers’ profiles or sellers’ profiles are represented as sets of user profiles (col. 64, lines 55-65; col. 5, lines 30-40; col. 17, lines 18-21).

Herz does not explicitly teach the claimed limitation “each user profile operable to allow a user to customize a viewing experience via the broadcasting system”.

Reilly teaches sports news profile provides check box for each topic that allows a user to customize a viewing experience (fig. 5).

It would have been obvious to a person of an ordinary skill in the art at the time the invention was made to apply Reilly's teaching of sports news profile provide check box for each topic that allows a user to customize a viewing experience to Herz's system in order to allow a user to manipulate a view of a user profile following user's desire or display a view of a user profile in attractive format.

As to claims 3 and 19, Herz teaches the claimed limitation "wherein a common interest is selected from the group consisting of a type of program, a genre and a content of programs" as identifying selection of interest, a particular category of on-line products for review, it can be appreciated that there are certain unique sets of attributes which are pertinent to the particular product category of choice such as title of movie, list of actors, list of movie (col. 10, lines 1-30; col. 11, lines 38-39).

As to claims 4, 9, 14, 20 and 25, Herz teaches the claimed limitation "wherein notifying comprises sending a message the user of the update" as (col. 64, lines 55-65).

As to claim 12, Herz teaches the claimed limitations:

"a plurality of user profiles" as buyer profiles (col. 17, lines 20-22),

"the user profiles identifying at least one interest of a corresponding user" as seller submit profiles of the goods called target objects they want to sell, and buyer submit, profiles of target objects they want to buy. The corresponding seller and buyer are notified of each other's identifies. The system calculates similarity between seller-submitted profiles and buyer-

submitted profiles. This information shows that the system identifies sellers' target objects of sellers' profiles and buyers' target object of buyer profiles to calculate similarity in broadcasting system. Seller and buyer are represented as users (col. 17, lines 18-21),

“an interest evaluation engine, the interest engine to identify sets of user profiles of the plurality of user profiles in a multi-user broadcasting system” as target objects of buyers' profiles or sellers' profiles can be grouped into clusters based on their similarity to each other, for example, based on similarity of their topics. The above information indicates that the system identifies target objects based on similarity of their topics or their similar topics. Each similar topic is represented as one common interest (col. 5, lines 30-40; col. 17, lines 18-21);

“each set of user profiles identified according to at least one common interest among the sets of user profile” as the system for customized electronic identification of desirable objects computes the similarities between seller-submitted profiles and buyer-submitted profiles, and when two profiles match closely. Each seller or buyer profile contains seller or buyer's interest. This information indicates the system identifies two profiles, which has similar interest when two profiles match closely (col. 17, lines 18-25; col. 10, lines 1-10).

“to notify a user of the sets of user profiles upon applying an update to the common interest a set of user profiles” as identifying new or updated target objects that are relevant to the user, as determined by the user's search profile set. The updated target objects include revised versions of documents and new models of purchasable goods. The system may notify the user of these relevant target objects by an electronic notification such as an e-mail message. Since these target objects can include similar topics; thus, when the system updates target objects of buyers' profiles or sellers' profiles, the system has updated similar topics of these target objects. The

Art Unit: 2172

above information implies upon applying an update to similar topics of target object of buyers' profiles or sellers' profiles; the system notifies to a user of relevant target objects. Each similar topic is represented as common interest. Target objects of buyers' profiles or sellers' profiles are represented as sets of user profiles (col. 64, lines 55-65; col. 5, lines 30-40; col. 17, lines 18-21).

Herz does not explicitly teach the claimed limitation "each user profile operable to allow a user to customize a viewing experience via the broadcasting system".

Reilly teaches sports news profile provides check box for each topic that allows a user to customize a viewing experience (fig. 5).

It would have been obvious to a person of an ordinary skill in the art at the time the invention was made to apply Reilly's teaching of sports news profile provide check box for each topic that allows a user to customize a viewing experience to Herz's system in order to allow a user to manipulate a view of a user profile following user's desire or display a view of a user profile in attractive format.

As to claim 17, Herz teaches the claimed limitations:

"a processor coupled to a memory through a bus" as (col. 34, lines 35-60);

"a linking process executed from the memory by the processor to cause the processor to identify sets of user profiles of a plurality of user profiles in a multi-user broadcasting system, each set of user profiles identified according to at least one common interest among the sets of user profiles" as seller submit profiles of the goods called target objects they want to sell, and buyer submit, profiles of target objects they want to buy. The corresponding seller and buyer are notified of each other's identifies. The system calculates similarity between seller-submitted

Art Unit: 2172

profiles and buyer-submitted profiles. This information shows that the system identifies sellers' target objects of sellers' profiles and buyers' target object of buyer profiles to calculate similarity in broadcasting system. Seller and buyer are represented as users (col. 17, lines 18-21). Target objects of buyers' profiles or sellers' profiles can be grouped into clusters based on their similarity to each other, for example, based on similarity of their topics. The above information indicates that the system identifies target objects based on similarity of their topics or their similar topics. Each similar topic is represented as one common interest (col. 5, lines 30-40; col. 17, lines 18-21);

“and notifying a user of the sets of user profiles upon applying an update to the common interest of a set of user profiles” as identifying new or updated target objects that are relevant to the user, as determined by the user's search profile set. The updated target objects include revised versions of documents and new models of purchasable goods. The system may notify the user of these relevant target objects by an electronic notification such as an e-mail message. Since these target objects can include similar topics; thus, when the system updates target objects of buyers' profiles or sellers' profiles, the system has updated similar topics of these target objects. The above information implies upon applying an update to similar topics of target object of buyers' profiles or sellers' profiles; the system notifies to a user of relevant target objects. Each similar topic is represented as common interest. Target objects of buyers' profiles or sellers' profiles are represented as sets of user profiles (col. 64, lines 55-65; col. 5, lines 30-40; col. 17, lines 18-21).

Herz does not explicitly teach the claimed limitation “each user profile operable to allow a user to customize a viewing experience via the broadcasting system”.

Reilly teaches sports news profile provides check box for each topic that allows a user to customize a viewing experience (fig. 5).

It would have been obvious to a person of an ordinary skill in the art at the time the invention was made to apply Reilly's teaching of sports news profile provide check box for each topic that allows a user to customize a viewing experience to Herz's system in order to allow a user to manipulate a view of a user profile following user's desire or display a view of a user profile in attractive format.

4. Claims 5, 10, 21 and 26 are rejected under 35 U.S.C. 103(a) as being unpatentable over Herz (USP 6460036) in view of Reilly et al (or hereinafter "Reilly") (USP 5740549) and further in view of Reilly (or hereinafter "Reilly164") (USP 6427164).

As to claims 5, 10, 21 and 26, Herz and Reilly disclose the claimed limitation subject matter in claim 1, except the claimed limitation "receiving an indication from the user to apply the update to the user profile of the user". Reilly164 teaches the sending user is notified as to the new electronic mail address so as to allow the sending user to update manually (abstract).

It would have been obvious to a person of an ordinary skill in the art at the time the invention was made to apply Reilly164's teaching of the sending user is notified as to the new electronic mail address so as to allow the sending user to update manually to Herz's system and Reilly's system in order to allow other users to maintain their profile correctly.

5. Claims 2, 6, 8, 11, 13, 16, 18, 22, 24 and 27 are rejected under 35 U.S.C. 103(a) as being unpatentable over Herz (USP 6460036) in view of Reilly and further in view of Robertson (USP 6269369).

As to claims 2, 8, 18 and 24, Herz and Reilly disclose the claimed limitation subject matter in claim 1, 7, 12, 17 and 23, except the claimed limitation "linking each of the sets of user profiles having at least one common interest". Roberson teaches that whenever a second user changes any information in any data field of his data record, the information in that field is automatically updated in the information database of each first user whom he has given permission to view the information in that data field. Each database of each user is represented as each other user profiles. The information in the data field is represented as the common interest (col. 3, lines 18-21; col. 4, lines 40-45).

It would have been obvious to a person of an ordinary skill in the art at the time the invention was made to apply Roberson teaching of updating the information database of each first user when receiving a changes in second user record to Herz and Reilly in order to synchronize and maintain users' profiles.

As to claims 6, 11, 16, 22 and 27, Herz and Reilly disclose the claimed limitation subject matter in claim 1, 7, 12, 17 and 23, except the claimed limitation "automatically updating the user profiles of the user with the update". Roberson teaches that whenever a second user changes any information in any data field of his data record, the information in that field is automatically updated in the information database of each first user whom he has given

permission to view the information in that data field. Each database of each user is represented as each other user profiles. The information in the data field is represented as the common interest (col. 3, lines 18-21; col. 4, lines 40-45).

.It would have been obvious to a person of an ordinary skill in the art at the time the invention was made to apply Roberson teaching of updating the information database of each first user when receiving a changes in second user record to Herz and Reilly in order to synchronize and maintain users' profiles.

As to claims 13, Herz discloses the claimed limitation subject matter in claim 12, except the claimed limitation "links establishing the sets of user profiles, the links identified according to the corresponding common interest". Roberson teaches there are linkages between individual users, thus users can view their accounts on a user by user basic. Their accounts are presented as user profiles (col. 2, lines 40-67, col. 3, lines 1-30).

It would have been obvious to a person of an ordinary skill in the art at the time the invention was made to apply Roberson's teaching of there are linkages between individual users, thus users can view their accounts on a user by user basic to Herz's system in order to allow users can view personal information of other users.

6. Claim 15 is rejected under 35 U.S.C. 103(a) as being unpatentable over Herz (USP 6460036) in view of Reilly and further in view of Bolnick et al (or hereinafter "Bolnick") (US 2002/0023230).

As to claim 15, Herz and Reilly disclose the claimed limitation subject matter in claim 14, except the claimed limitation “each of the users of the other user profiles selecting whether the update is to occur”. Bolnick teaches that a user member can log on and update a user personal profile (col. 7, lines 32-45).

It would have been obvious to a person of an ordinary skill in the art at the time the invention was made to apply Bolnick’s teaching of a user member can log on and update a user personal profile to Herz and Reilly in order to allow any member can view and have many choices for maintaining any other records easily.

7. Claims 1, 3, 4, 7, 9, 12, 14, 17, 19, 20, 23 and 25 are rejected under 35 U.S.C. 103(a) as being unpatentable over Herz (USP 6460036) in view of Austin (USP 6157924).

As to claims 1, 7 and 23, Herz teaches the claimed limitations:

“identifying sets of user profiles of a plurality of user profiles in a multi-user broadcasting system” as seller submit profiles of the goods called target objects they want to sell, and buyer submit, profiles of target objects they want to buy. The corresponding seller and buyer are notified of each other’s identifies. The system calculates similarity between seller-submitted profiles and buyer-submitted profiles. This information shows that the system identifies sellers’ target objects of sellers’ profiles and buyers’ target object of buyer profiles to calculate similarity in broadcasting system. Seller and buyer are represented as users (col. 17, lines 18-21),

“each set of user profiles identified according to at least one common interest among user profiles of a set” as target objects of buyers’ profiles or sellers’ profiles can be grouped into clusters based on their similarity to each other, for example, based on similarity of their topics.

The above information indicates that the system identifies target objects based on similarity of their topics or their similar topics. Each similar topic is represented as one common interest (col. 5, lines 30-40; col. 17, lines 18-21);

“and notifying a user of the sets of user profiles upon applying an update to the common interest of a set of user profiles” as identifying new or updated target objects that are relevant to the user, as determined by the user’s search profile set. The updated target objects include revised versions of documents and new models of purchasable goods. The system may notify the user of these relevant target objects by an electronic notification such as an e-mail message. Since these target objects can include similar topics; thus, when the system updates target objects of buyers’ profiles or sellers’ profiles, the system has updated similar topics of these target objects. The above information implies upon applying an update to similar topics of target object of buyers’ profiles or sellers’ profiles; the system notifies to a user of relevant target objects. Each similar topic is represented as common interest. Target objects of buyers’ profiles or sellers’ profiles are represented as sets of user profiles (col. 64, lines 55-65; col. 5, lines 30-40; col. 17, lines 18-21).

Herz does not explicitly teach the claimed limitation “each user profile operable to allow a user to customize a viewing experience via the broadcasting system”.

Austin teaches bellhowell. Profile check box for each topic that allows a user to customize a viewing experience (fig. 4D).

It would have been obvious to a person of an ordinary skill in the art at the time the invention was made to apply Austin’s teaching of bellhowell. Profile check box for each topic that allows a user to customize a viewing experience to Herz’s system in order to allow a user to manipulate

a view of a user profile following user's desire or display a view of a user profile in attractive format.

As to claims 2, 8, 18 and 24, Herz teaches the claimed limitation "linking each of the sets of user profiles having at least one common interest" as (col. 5, lines 30-40).

As to claims 3, 19 Herz teaches the claimed limitation "wherein a common interest is selected from the group consisting of a type of program, a genre and a content of programs" as identifying selection of interest, a particular category of on-line products for review, it can be appreciated that there are certain unique sets of attributes which are pertinent to the particular product category of choice such as title of movie, list of actors, list of movie (col. 10, lines 1-30; col. 11, lines 38-39).

As to claims 4, 9, 14, 20 and 25, Herz teaches the claimed limitation "wherein notifying comprises sending a message the user of the update" as (col. 64, lines 55-65).

As to claim 12, Herz teaches the claimed limitations:

"a plurality of user profiles" as buyer profiles (col. 17, lines 20-22),

"the user profiles identifying at least one interest of a corresponding user" as seller submit profiles of the goods called target objects they want to sell, and buyer submit, profiles of target objects they want to buy. The corresponding seller and buyer are notified of each other's identifies. The system calculates similarity between seller-submitted profiles and buyer-

Art Unit: 2172

submitted profiles. This information shows that the system identifies sellers' target objects of sellers' profiles and buyers' target object of buyer profiles to calculate similarity in broadcasting system. Seller and buyer are represented as users (col. 17, lines 18-21),

“an interest evaluation engine, the interest engine to identify sets of user profiles of the plurality of user profiles in a multi-user broadcasting system” as target objects of buyers' profiles or sellers' profiles can be grouped into clusters based on their similarity to each other, for example, based on similarity of their topics. The above information indicates that the system identifies target objects based on similarity of their topics or their similar topics. Each similar topic is represented as one common interest (col. 5, lines 30-40; col. 17, lines 18-21);

“each set of user profiles identified according to at least one common interest among the sets of user profile” as the system for customized electronic identification of desirable objects computes the similarities between seller-submitted profiles and buyer-submitted profiles, and when two profiles match closely. Each seller or buyer profile contains seller or buyer's interest. This information indicates the system identifies two profiles, which has similar interest when two profiles match closely (col. 17, lines 18-25; col. 10, lines 1-10).

“to notify a user of the sets of user profiles upon applying an update to the common interest a set of user profiles” as identifying new or updated target objects that are relevant to the user, as determined by the user's search profile set. The updated target objects include revised versions of documents and new models of purchasable goods. The system may notify the user of these relevant target objects by an electronic notification such as an e-mail message. Since these target objects can include similar topics; thus, when the system updates target objects of buyers' profiles or sellers' profiles, the system has updated similar topics of these target objects. The

Art Unit: 2172

above information implies upon applying an update to similar topics of target object of buyers' profiles or sellers' profiles; the system notifies to a user of relevant target objects. Each similar topic is represented as common interest. Target objects of buyers' profiles or sellers' profiles are represented as sets of user profiles (col. 64, lines 55-65; col. 5, lines 30-40; col. 17, lines 18-21).

Herz does not explicitly teach the claimed limitation "each user profile operable to allow a user to customize a viewing experience via the broadcasting system".

Austin teaches bellhowell. Profile check box for each topic that allows a user to customize a viewing experience (fig. 4D).

It would have been obvious to a person of an ordinary skill in the art at the time the invention was made to apply Austin's teaching of bellhowell. Profile check box for each topic that allows a user to customize a viewing experience to Herz's system in order to allow a user to manipulate a view of a user profile following user's desire or display a view of a user profile in attractive format.

As to claim 17, Herz teaches the claimed limitations:

"a processor coupled to a memory through a bus" as (col. 34, lines 35-60);

"a linking process executed from the memory by the processor to cause the processor to identify sets of user profiles of a plurality of user profiles in a multi-user broadcasting system, each set of user profiles identified according to at least one common interest among the sets of user profiles" as seller submit profiles of the goods called target objects they want to sell, and buyer submit, profiles of target objects they want to buy. The corresponding seller and buyer are notified of each other's identifies. The system calculates similarity between seller-submitted

Art Unit: 2172

profiles and buyer-submitted profiles. This information shows that the system identifies sellers' target objects of sellers' profiles and buyers' target object of buyer profiles to calculate similarity in broadcasting system. Seller and buyer are represented as users (col. 17, lines 18-21). Target objects of buyers' profiles or sellers' profiles can be grouped into clusters based on their similarity to each other, for example, based on similarity of their topics. The above information indicates that the system identifies target objects based on similarity of their topics or their similar topics. Each similar topic is represented as one common interest (col. 5, lines 30-40; col. 17, lines 18-21);

“and notifying a user of the sets of user profiles upon applying an update to the common interest of a set of user profiles” as identifying new or updated target objects that are relevant to the user, as determined by the user's search profile set. The updated target objects include revised versions of documents and new models of purchasable goods. The system may notify the user of these relevant target objects by an electronic notification such as an e-mail message. Since these target objects can include similar topics; thus, when the system updates target objects of buyers' profiles or sellers' profiles, the system has updated similar topics of these target objects. The above information implies upon applying an update to similar topics of target object of buyers' profiles or sellers' profiles; the system notifies to a user of relevant target objects. Each similar topic is represented as common interest. Target objects of buyers' profiles or sellers' profiles are represented as sets of user profiles (col. 64, lines 55-65; col. 5, lines 30-40; col. 17, lines 18-21).

Herz does not explicitly teach the claimed limitation “each user profile operable to allow a user to customize a viewing experience via the broadcasting system”.

Austin teaches bellhowell. Profile check box for each topic that allows a user to customize a viewing experience (fig. 4D).

It would have been obvious to a person of an ordinary skill in the art at the time the invention was made to apply Austin's teaching of bellhowell. Profile check box for each topic that allows a user to customize a viewing experience to Herz's system in order to allow a user to manipulate a view of a user profile following user's desire or display a view of a user profile in attractive format.

8. Claims 5, 10, 21 and 26 are rejected under 35 U.S.C. 103(a) as being unpatentable over Herz (USP 6460036) in view of Austin and further in view of Reilly (or hereinafter "Reilly164") (USP 6427164).

As to claims 5, 10, 21 and 26, Herz and Austin disclose the claimed limitation subject matter in claim 1, 7, 12, 17 and 23 except the claimed limitation "receiving an indication from the user to apply the update to the user profile of the user". Reilly164 teaches the sending user is notified as to the new electronic mail address so as to allow the sending user to update manually (abstract).

It would have been obvious to a person of an ordinary skill in the art at the time the invention was made to apply Reilly164's teaching of the sending user is notified as to the new electronic mail address so as to allow the sending user to update manually to Herz's system and Austin's system in order to allow other users to maintain their profile correctly.

9. Claims 2, 6, 8, 11, 13, 16, 18, 22, 24 and 27 are rejected under 35 U.S.C. 103(a) as being unpatentable over Herz (USP 6460036) in view of Reilly and further in view of Robertson (USP 6269369).

As to claims 2, 8, 18 and 24, Herz and Reilly disclose the claimed limitation subject matter in claim 1, 7, 12, 17 and 23, except the claimed limitation "linking each of the sets of user profiles having at least one common interest". Roberson teaches that whenever a second user changes any information in any data field of his data record, the information in that field is automatically updated in the information database of each first user whom he has given permission to view the information in that data field. Each database of each user is represented as each other user profiles. The information in the data field is represented as the common interest (col. 3, lines 18-21; col. 4, lines 40-45).

It would have been obvious to a person of an ordinary skill in the art at the time the invention was made to apply Roberson teaching of updating the information database of each first user when receiving a changes in second user record to Herz and Reilly in order to synchronize and maintain users' profiles.

As to claims 6, 11, 16, 22 and 27, Herz and Austin disclose the claimed limitation subject matter in claims 1, 7, 12, 17 and 23, except the claimed limitation "automatically updating the user profiles of the user with the update". Roberson teaches that whenever a second user changes any information in any data field of his data record, the information in that field is automatically updated in the information database of each first user whom he has given

permission to view the information in that data field. Each database of each user is represented as each other user profiles. The information in the data field is represented as the common interest (col. 3, lines 18-21; col. 4, lines 40-45).

.It would have been obvious to a person of an ordinary skill in the art at the time the invention was made to apply Roberson teaching of updating the information database of each first user when receiving a changes in second user record to Herz's system and Austin's system in order to synchronize and maintain users' profiles.

As to claims 13, Herz discloses the claimed limitation subject matter in claim 12, except the claimed limitation "links establishing the sets of user profiles, the links identified according to the corresponding common interest". Roberson teaches there are linkages between individual users, thus users can view their accounts on a user by user basic. Their accounts are presented as user profiles (col. 2, lines 40-67, col. 3, lines 1-30).

It would have been obvious to a person of an ordinary skill in the art at the time the invention was made to apply Roberson's teaching of there are linkages between individual users, thus users can view their accounts on a user by user basic to Herz's system in order to allow users can view personal information of other users.

10. Claim 15 is rejected under 35 U.S.C. 103(a) as being unpatentable over Herz (USP 6460036) in view of Austin and further in view of Bolnick et al (or hereinafter "Bolnick") (US 2002/0023230).

As to claim 15, Herz and Austin disclose the claimed limitation subject matter in claim 14, except the claimed limitation "each of the users of the other user profiles selecting whether the update is to occur". Bolnick teaches that a user member can log on and update a user personal profile (col. 7, lines 32-45).

It would have been obvious to a person of an ordinary skill in the art at the time the invention was made to apply Bolnick's teaching of a user member can log on and update a user personal profile to Herz's system in order to allow any member can view and have many choices for maintaining any other records easily.

Conclusion

11. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within **TWO MONTHS** of the mailing date of this final action and the advisory action is not mailed until after the end of the **THREE-MONTH** shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than **SIX MONTHS** from the date of this final action.

Contact Information

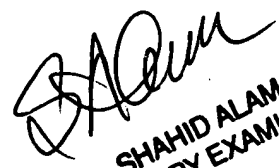
12. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Cam-Y Truong whose telephone number is (703-605-1169). The examiner can normally be reached on Mon-Fri from 8:00AM to 4:00PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Breene can be reached on (703-305-9790). The fax phone numbers for the organization where this application or proceeding is assigned is (703) 872-9306.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is (703-305-3900).

Cam-Y Truong

5/18/04


SHAHID ALAM
PRIMARY EXAMINER